



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: June 19, 2018

Subject: International Off-Road Expo New Event Funding

The International Off-Road Expo new event funding worksheet is attached for commission consideration. City staff has evaluated the worksheet and support documents to identify potential benefits to the City and the local tourism industry.

Company of the Americas is eligible to request \$54,000 in support of a one-year event funding agreement. Allocation of potential funds in support of the agreement can be allocated from tourism development funds established for events and event development as well as carry over funds.

Analysis & Assessment

IORE will take place at Westworld on November 30 through December 1, 2018, and according to the event producer is anticipated to attract 17,500 attendees. The December 2017 event attendance was 8,400. The 2017 event met all contract deliverables and was contract compliant.

IORE anticipates allocating \$100,000 thousand in direct advertising expenditures toward a local and regional multi-layered media campaign. Marketing plan allocation in relation to overall budget amount should be evaluated.

To enhance the city's event sponsorship evaluation process, the city has retained a qualified special event and marketing consultant, Bruce Skinner & Associates, to measure, analyze, and report the economic and media impact as well as overall value and benefits associated with a proposed event sponsorship. Attached is the Skinner report.

Funding Availability & Potential Options

There are currently event support funds available in the tourism development budget for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$54,000.
- 2) Take no action or additional event evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

City of Scottsdale New Event Development Guidelines

Major events motivate significant visitation to Scottsdale and contribute to the City's overall brand and image. The New Event Development Funding Program supports events that increase national, international and regional visibility for Scottsdale as a desirable tourist destination through extensive media coverage and generate incremental room nights for Scottsdale hotels and resorts.

Funding amount must be between \$30,000 and \$75,000.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding worksheet is received a minimum of 90 days in advance
- Has obtained all necessary city and governmental permits.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs

Questions, Worksheet and Approval Process

- Worksheet:
 - Read qualifying worksheet in its entirety. Only complete if event meets qualifications.
 - Incomplete submissions will not be accepted.
 - Submit worksheet via email to City of Scottsdale Tourism & Events Department
- Approval:
 - Worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
 - Final recommendations are approved by the Tourism Development Commission after a brief proposal presentation of the event.
- Questions and Worksheets should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov
480-312-7177

Funds Disbursed:

The approved funding will be provided post-event, once all contract requirements have been fulfilled.

Approved Use of Funds

- Funding can be used for pre-event marketing and promotion. If the event marketing and promotion value ensures the city receives fair substantial equal value, 10% of funds can be allocated toward event production costs.
- A minimum of 50% of the funds awarded must be a cash expenditure on marketing. The remaining 50% of funds awarded can be counted as earned, promotional value. For example, if an event is awarded \$40,000, at least \$20,000 must be a cash expenditure on paid marketing. The remaining \$20,000 can be counted towards earned media that requires no cash expenditure.
- The funds provided cannot be more than 30% of your entire event budget.
- The funds cannot be used for public relations agency fees or talent appearing at the event.

Responsibility of Event Producer:

- Comply with all City of Scottsdale permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit a qualifying worksheet and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Worksheet is not a legally binding agreement.

NEW EVENT DEVELOPMENT WORKSHEET

APPLICANT INFORMATION

Worksheet Date:

Organization Name:

Legal Description (LLC, etc.)

Business Address:

City:

State:

Zip Code:

Event Contact:

Phone:

Cell Phone:

Email:

EVENT INFORMATION

Event Name:

Event Website:

Event Date(s):

Event Time(s):

Event Location:

City:

State:

Zip Code:

Admission Cost:

Projected Attendance:

Years in Scottsdale:

Expense Budget (includes marketing):

Estimated Revenue:

Marketing Budget:

Requested Funding Amount:

Detailed description of event:

NEW EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

NEW EVENT DEVELOPMENT WORKSHEET

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant: *Andy Myers*

Date:

Name

*If more room is needed, attachments are permissible.

Detailed description of event:

This is the 4th Annual International Off-Road & UTV EXPO. It is Arizona's Original and Largest Off-Road & UTV Expo. This event has nearly 200 Exhibitors. We cater to high end Off-Road enthusiasts. Additionally, we hold the Arizona RV & Trailer Expo at the same time. This attracts winter visitors to our event that are interested in Recreational Vehicles and products. In addition, we are adding the Adventure Motorcycle Expo to the event. We will be bringing in guest speakers from around the world.

We grew in actual attendance 30% over last year! Thank you City of Scottsdale!

Our History

Andy Myers was raised in Chandler, Arizona. He is Arizona, he has attended, MCC, NAU, PCC, University of Phoenix, and holds a degree from UofA. Andy has owned and operated businesses in Arizona since his youth. In the early 2000's Mr. Myers set out to promote Arizona businesses by producing the first Arizona Motorcycle Expo at the Phoenix Convention Center. From there he added the first Arizona Sand Expo. When the Phoenix Convention was too small of a venue and beginning it's transformation he moved the expos to the Arizona State Fairgrounds. This is where the Arizona Sand Expo and Arizona RV Expo truly took off. We brought in the Discovery Channel and produced we could be if we had help.

"My passion for Arizona, and the promotion of business is one of my first loves. I truly believe in small to medium sized businesses. It has been wonderful being a small Arizona company and watching Arizona companies grow that started out during our first shows back in the early 2000's. Companies like Rigid Industries, Vision X, TMW Off-Road, SandCraft RCR, Jagged Extreme, SDHQ, SCHAMPA, RideNow, and others can all recall being at the first Arizona Sand Expo's and International Off-Road & UTV Expo's."

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

The City of Scottsdale will be named as a sponsor of the Original and Largest Off-Road Expo in Phoenix, International Off-Road & UTV Expo and their logo will be featured on our emails, social media outlets, websites, flyers, billboards, bus shelters, and posters. Call-Outs will be done on radio ads. Our marketing campaign reached over 7.1 million consumers for our 2017 ad campaign. Our Marketing Strategy has greatly expanded this year as we have bought more Bus Shelters, Billboards, and have dedicated more resources to Social Media. We still do not do much with Print Media (magazines, newspapers) as it is not a viable form of marketing in this day of age.

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

EMAIL in 2017 200,000(+) 2017 Budget for managing and sending emails \$4000

We have an Email List of over 28,000 potential customers around the USA and parts of the world. The City of Scottsdale will be featured in each email that goes out weekly leading up to

the event. We can feature various aspects of Scottsdale as provided by Scottsdale. This will afford the City of Scottsdale the opportunity to showcase industries and attractions to a diverse range of consumers. The City of Scottsdale will have a dedicated page on the internationaloffroadexpo.com site linking customers to experiencescottsdale.com. Leading up to the event we will do an email specifically highlighting activities in Scottsdale, Hotels, and Restaurants.

Social Media – 2017 – Total Impressions 7.1 million Total Engagement 500,000 BUDGET = USD\$25,000

We heavily market on Social Media. Our current Facebook page has 105K likes, that is more than any other competing Show or Expo in our market. Our marketing effort generates millions of impressions a month as well as one of the strongest levels of engagement in the industry. Through our targeted social media, the City of Scottsdale would be exclusively featured in weekly posts (i.e Tuesday=City Of Scottsdale featured post weekly) that will paint the City of Scottsdale as one of the Top Travel Destinations in the world. We will boost posts to promote the city and its attractions. Our promoted outreach continues to extend from Hong Kong, the Middle East, Europe, South America, Mexico, Canada, and the USA. After all we are the INTERNATIONAL OFF-ROAD & UTV EXPO.

Websites - BUDGET USD\$5000

Currently we have three websites (Internationaloffroadexpo.com, AZRVEXPO.com, and arizonaexpos.com) that will feature the City of Scottsdale's Logo, Hotels, Restaurants, Airports, Bars, and other attractions. Every vendor has to visit our websites to sign up and find information. This extends to our consumers as well as they need to buy tickets, register for seminars, get show information, find hotels, places to eat, fly into, and more. We will also incorporate an area map that features area hotels, restaurants, bars, and attractions. Additionally, we have built an entire experiencescottsdale.com page inside our websites that include a map of featured destinations, restaurants, hotels and other points of interest highlighted by Experience Scottsdale. This page allows viewers to easily find and route locations around Scottsdale.

Radio – KUPD, KDKB, KSLX(Hubard), 97.5 and 103.9(Riviera) BUDGET = 2017 = USD\$20,000

In 2018 we intend on running 14 days of Radio Ads. The announcements will begin "Rugged Radios presents the International Off-Road & UTV Expo Nov. 30-Dec. 2 in Scottsdale at WestWorld.....(ends with) Brought to you by The City of Scottsdale Monster Energy, and Sanderson Ford". We will also, for the first time run ads on Latino Radio Stations.

Billboards Phoenix Metropolitan Area = 5,068,316 weekly impressions, total impressions for 6 weeks 30,409,896 - BUDGET 2017 USD\$10,000

In the Phoenix Metropolitan Area, we have 15 Digital Billboards running for 6 weeks leading up to the Expo. The total weekly impressions total 5,068,316 All will have the City of Scottsdale logo. Our impressions in the Valley are over the top and having the City of Scottsdale logo on the Billboards would help to generate interest in Scottsdale during the Holiday season.

Bus Shelters = 40 in the Chandler/Mesa area. Budget = 2017 USD\$19,000

We have 40 Bus Shelters running from October 1 to Dec.1 2018 in the Mesa/Chandler area that have the City of Scottsdale logo on them. These Bus Shelter Promotions are placed in areas that have the highest traffic flows. We believe 60 days of pre-marketing will be substantial in reaching the consumers well in advance of our Expo date.

O'Reilly's AutoParts

Our Sponsor O-Reilly Auto Parts will be selling tickets inside their stores as well as displaying posters and flyers. This is a huge boost to marketing as these outlets reach millions of consumers and business owner's daily.

Total Marketing Budget Breakdown For 2017 (We will stick to this marketing budget for 2018)

Flyers & Posters Printing and Distribution= \$15,000 - Currently in process

Bus Shelters = \$15,000 - under contract

Billboards = \$10,000 - under contract

Radio Ads(English) = \$15,000

Radio Ads(Espanol) = \$5,000

Postcard Printing & Mailings = \$2,500 - Currently in process

Social Media = \$25,000 - Currently in process

PR = \$10,000

Other Printing = \$2500

Total = \$100,000

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

Because we are utilizing a City of Scottsdale event center all attendance records are open for your review.

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

The Expo brings in nearly 200 exhibitors many of which come in on Thursday and stay thru Monday. Vendors utilize area Hotels, Restaurants, and local suppliers for their exhibition needs. Expected vendor count is 1000-1200 business employees and owners.

Due to the High-End nature of our expo 61% of our consumer's average income is over \$70,000 with 40% over \$100,000. 10,000 consumers come from all over the State of Arizona, New Mexico, Southern California, Northern Mexico, and the Las Vegas region. Out of state and out region visitors stay in local hotels, eat at local restaurants, and visit area tourist locations such as resorts, golf courses, and downtown Scottsdale.

Out of State and area consumers pay to park, visit local restaurants and shops.

We are adding the Adventure Motorcycle Expo to this year's event and expect a group of out of state visitors.

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

Our event starts on Friday at 5pm. This results in Vendors needing to stay an extra night on Thursday. Most exhibitors arrive on Thursday day and stay in area hotels, and eat at local restaurants. The Expo ends on Sunday at 4pm and load out ends by Midnight.

Most exhibitors spend the night to avoid rushing back to their home state.

Consumers are marketed to all year long and know this is the Largest and Original Off-road & UTV Expo in region, they come from all over to see the show. Also the addition of the RV & Trailer Expo brings winter visitors from all over the state to to see the latest Recreational Vehicles.

The better the marketing and promotion and the longer run of ads will help result in a stronger turnout. We need a 30 day window of solid marketing within the region and 90 to 120 days out of the region to allow potential customers to make plans and reservations for the Expo. (i.e book flights, rooms, cars, etc)

rugged.
PRESENTS *radios*

INTERNATIONAL OFF-ROAD & UTV

EXPO



2018 INTERNATIONAL OFF-ROAD & UTV EXPO
NOVEMBER 30TH - DECEMBER 2ND, 2018
WESTWORLD OF SCOTTSDALE, ARIZONA

MAXXIS
CST

**4 WHEEL
PARTS**
RIDENOW
POWERSPORTS

KC **KC HILITES**
 **LAW TIGERS**
MOTORCYCLE LAWYERS
1-800-LawTigers | LawTigers.com

Schampa
STUFFSACK
.com

2018 MEDIA KIT

MARKETING EFFORT

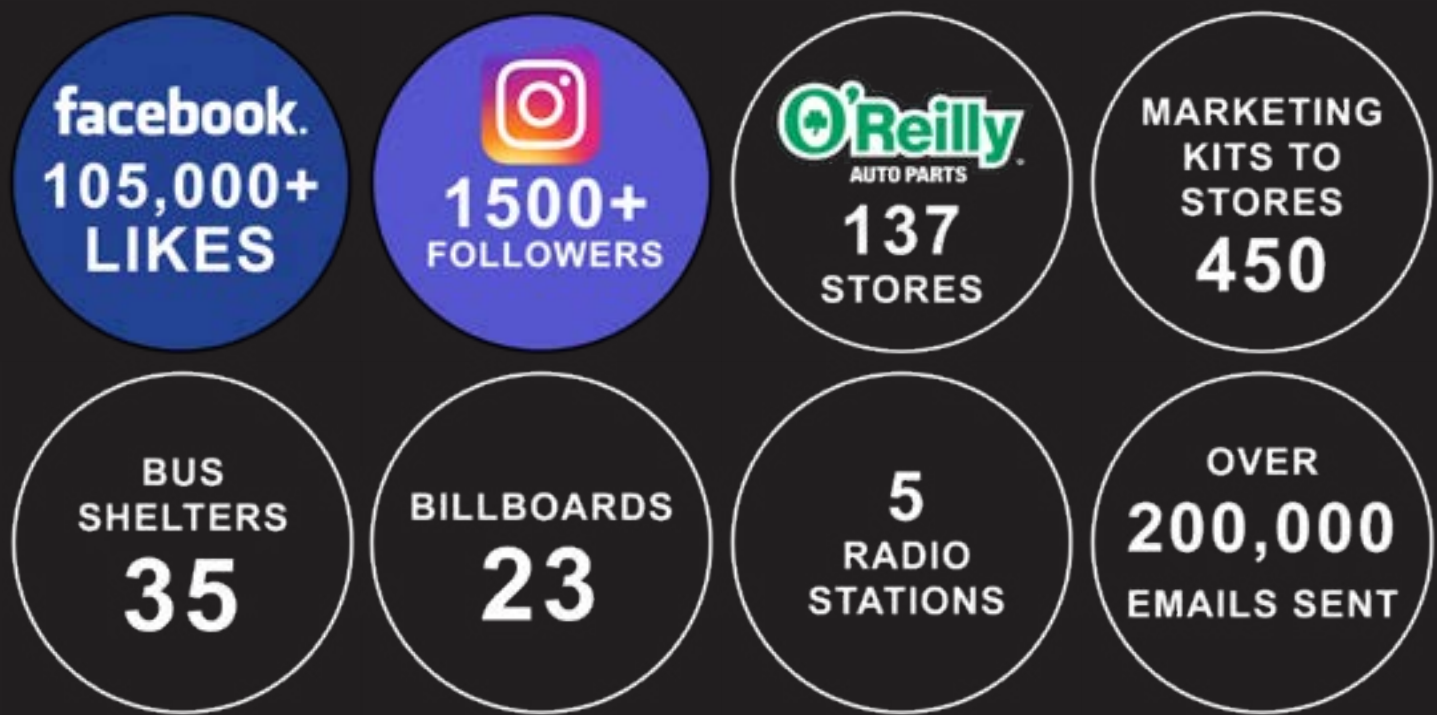
The 2017 IOUE was on par with what one would expect from the Arizona Expo's group.

We had 23 total billboards up 4 weeks prior to the event around Arizona. Radio coverage via ads, live remotes (on site), and giveaways were steady during the week of the expo.

O'Reilly Auto Stores displayed posters in all 137 Arizona Stores and sold discount tickets in their Arizona stores. On top of that we sent posters / marketing kits to over 450 stores to promote the event.

We had several radio stations with commercials and live remotes in the week leading up to the event. These included KUPD, KSLX, and Others.

Online our Facebook page currently has over 105,000 likes and has grown 19% in the past 6 months. Our page is consistently worked and filled with valuable content that engages our customers. This includes posts about vendors, videos from around the off-road industry, and the City of Scottsdale. We currently have the highest number of Followers/Likes of any competing Expo or Show on Facebook.



SOCIAL MEDIA

In 2017, we have seen massive growth in our presense online with constant updates and engagements with our actively growing consumer base. In less than a year we have grown over 19% on our online reach and had over 7.1 Million Impressions during the marketing effort for the 2017 International Off-Road & UTV Expo.

On top of that sharing and engagement is steadily increasing with the community. Both Facebook and Instagram show people actively liking, watching, and reacting to content provided to them. Content is provided at a consistant rate and increases as we get closer to the show to help drive consumers and promote businesses.



GET YOUR BRAND MARKETING - SIGN UP HERE!

LAST YEAR'S (2017) BILLBOARDS



GET YOUR BRAND MARKETED - SIGN UP HERE!

LAST YEARS (2017) BUS SHELTERS



GET YOUR BRAND MARKETED - SIGN UP HERE!

LAST YEARS (2017) PRINT MEDIA



FLYERS



IN STORE POSTERS



POST CARDS

GET YOUR BRAND MARKETING - SIGN UP HERE!

DEMOGRAPHICS

GENDER

71% - MALE

29% - FEMALE

AGE RANGE

27% - 35 to 44

26% - 25 to 34

24% - 45 to 54

12% - 55 to 64

7% - 18 to 24

2% - 65+

1% - Under 18

INCOME RANGE

24% - \$70,000 - \$99,999

21% - \$125,000 or More

20% - \$50,000 - \$69,999

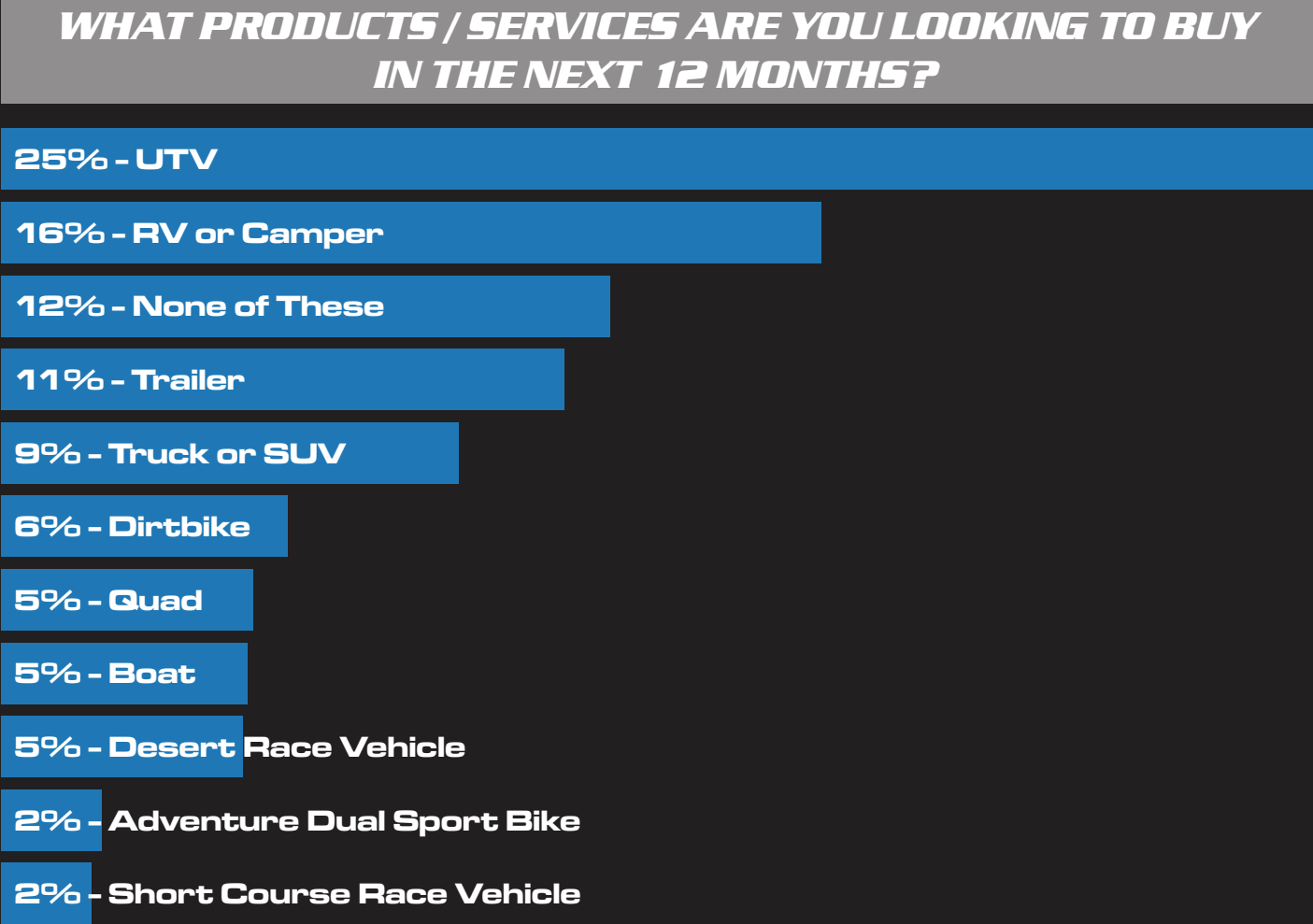
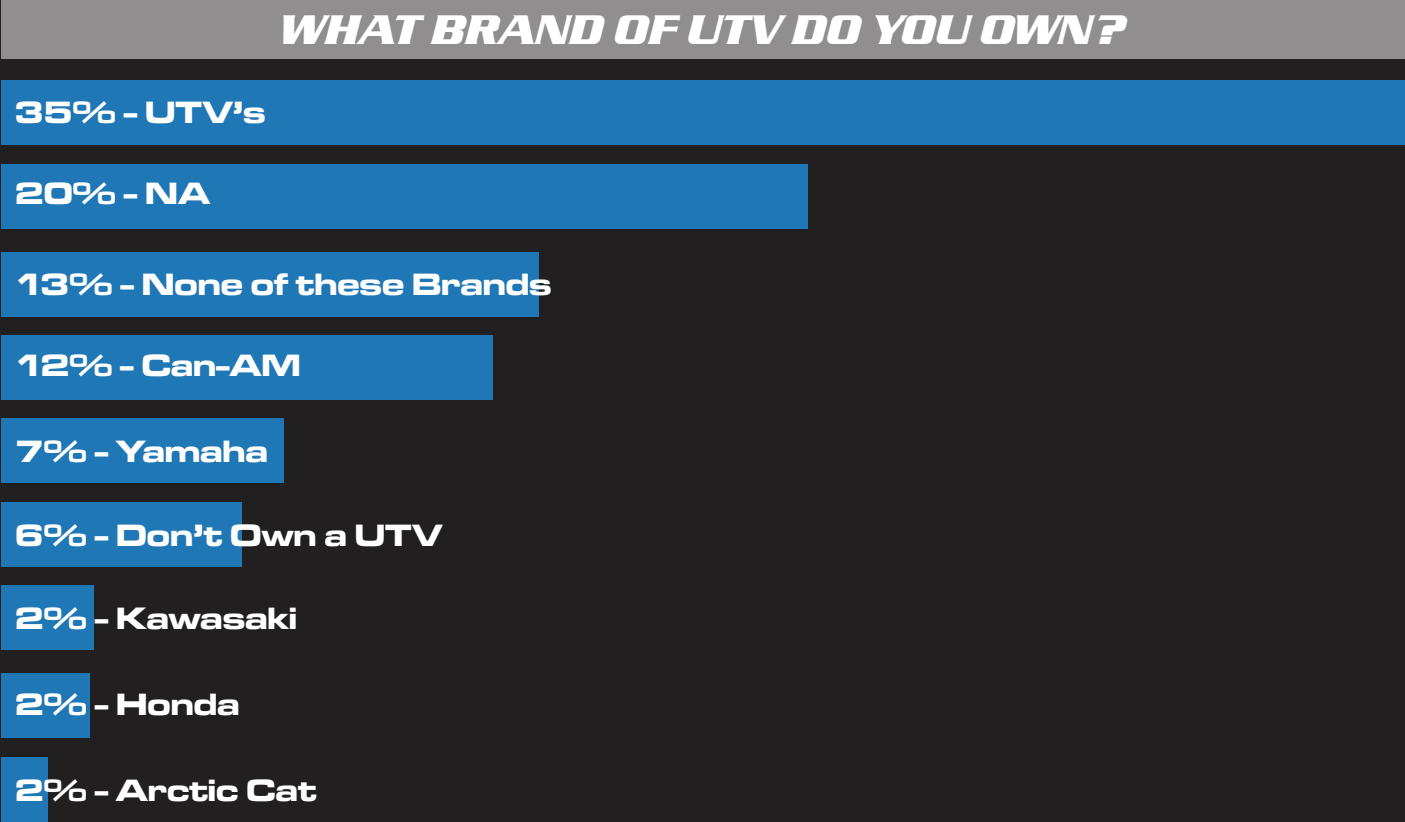
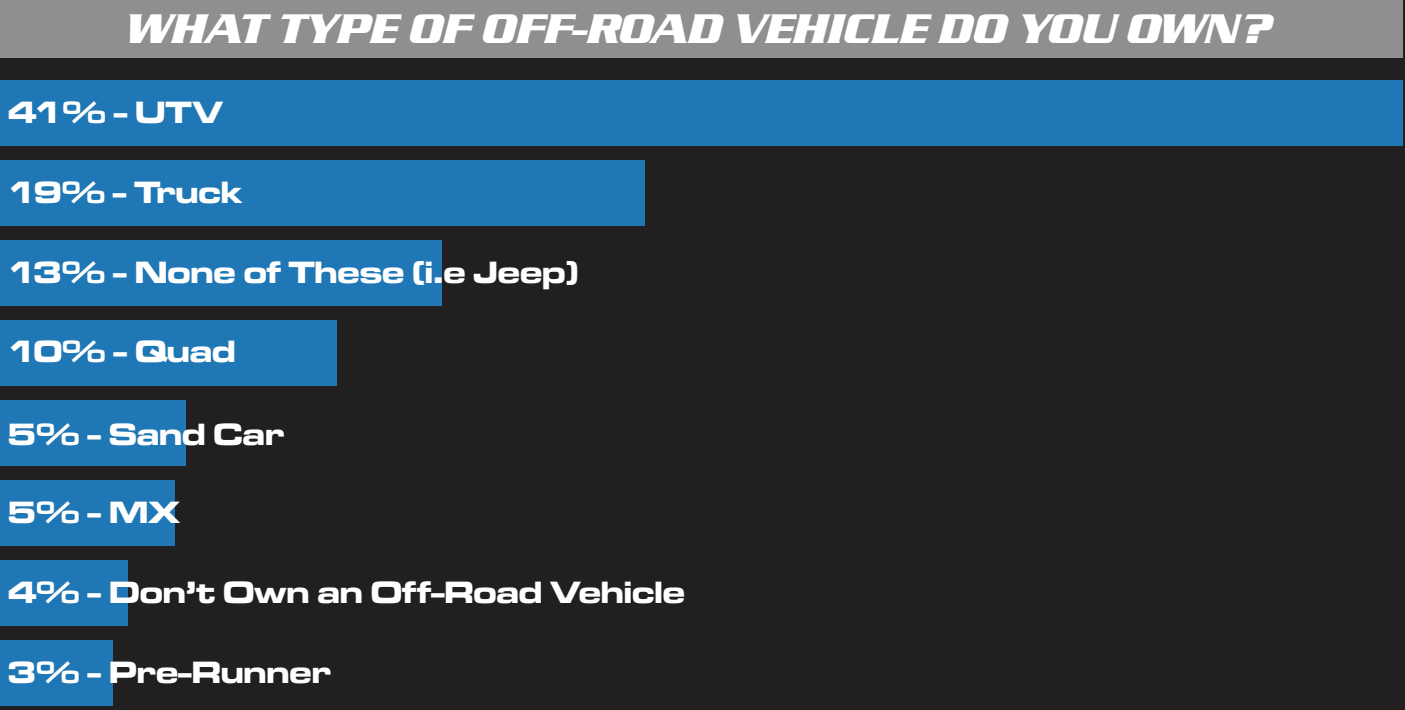
18% - \$100,000 - \$124,999

16% - Under \$50,000

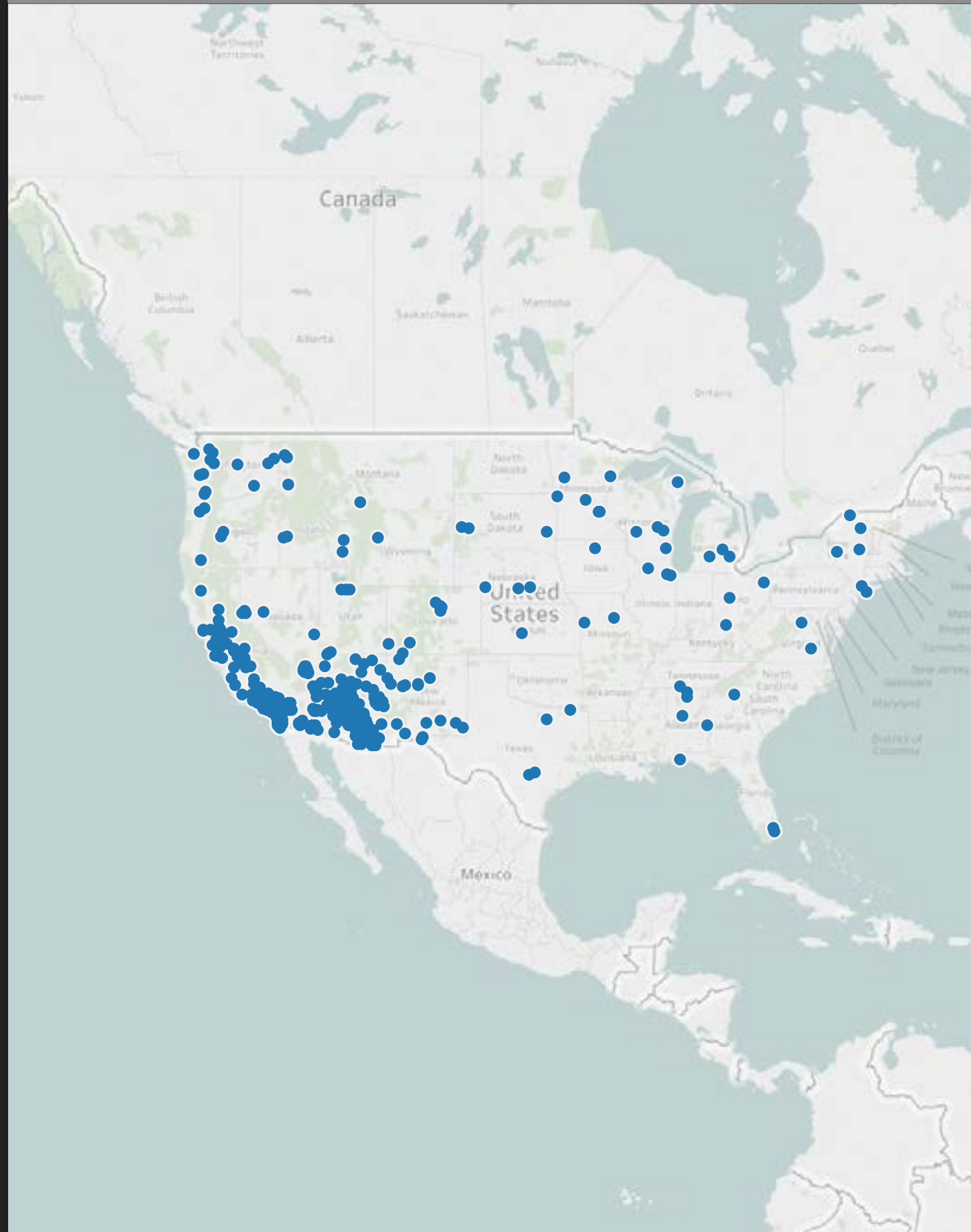
HOME OWNERSHIP

75% - Own

25% - Rent



US VIEW OF ATTENDEE LOCATIONS



SEMINARS

In 2018, we are expanding the International Off-Road & UTV Expo to include all new SEMINARS! These are talks / workshops that helps consumers learn more about off-roading and give them valuable knowledge on different parts they wouldn't have thought of. Some Seminar topics include...



LIGHTING



TIRE REPAIR / MAINTENANCE



SUSPENSION



RADIOS / COMMUNICATION



RACING ORGANIZATION



GUIDED RIDES IN BAJA



GUIDED RIDES



ELECTRICAL SYSTEMS



RACING ORGANIZATION

DO YOU WANT TO BE A PRESENTER? [CLICK HERE](#)



RV & CAMPING EXPO '18 NOV 30 - DEC 2



BECOME A VENDOR! [CLICK HERE!](#)

ADVENTURE MOTORCYCLE EXPO



SEMINARS FROM WORLD RENOWNED RIDERS
NOVEMBER 30 - DECEMBER 2, 2018

BECOME A VENDOR! [CLICK HERE!](#)



**New Event Development Funding Program
Post-Event Report
FY2017-18**

The Post-Event Report is due 60 days following your event or May 30, whichever is earlier. Event producers are to provide a Post Event Report as identified in the event agreement.

Invoice Instructions:

Event producers are to provide an invoice as identified in the event agreement along with the post event report. Please submit with the following required documentation attached:

- Third party invoices of items outlined as marketing expenditures
- Cancelled check(s) or credit card statements showing payment of above mentioned invoices
- Submit tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution, all in form and content acceptable to City.
- Payment is contingent upon submittal of the appropriate documentation.
- Sales tax is not eligible for reimbursement
- If producer is a first-time funded event with the City of Scottsdale, please submit a W-9 Form.

Questions, Post-Event Report and Invoice should be submitted to:

City of Scottsdale Tourism & Events Department

Attention: Holli Shannon

7506 E Indian School Rd

hshannon@scottsdaleaz.gov

480-312-7177

NEW EVENT DEVELOPMENT POST-EVENT REPORT

Post-Event Submit Date:

Event Name:

Event Dates:

Total Event Expense:

Total Event Revenue:

Total Marketing Expense:

Actual attendance:

Attendance tracking method:

Include supporting documentation, such as but not limited to, venue records, attendance logs, receipts, and/or survey data.

Please provide the following:

A. A description of the Performance under Agreement

B. Benefits to the City of Scottsdale and the public

C. Positive & Negative Effects on City Services, Facilities and Neighborhoods

NEW EVENT DEVELOPMENT POST-EVENT REPORT

- D. Describe any additional information such as survey or economic impact results, etc., that might be useful in understanding the event's impact on Scottsdale and its Tourism Industry. (attach additional pages if necessary)**

- E. If required, describe effect on City Hotels. Please provide number of room nights generated in Scottsdale hotels a list of contracted Scottsdale hotels. Please include property room night reports and any documentation from Scottsdale hoteliers confirming the actual number of rooms sold in room blocks set aside for the Event. (attach additional pages if necessary)**

Did you produce an event program? YES NO

If YES, submit a copy of the full page advertisement promoting the City of Scottsdale.

Did you offer the City of Scottsdale or Experience Scottsdale exhibit space 60 days prior to event?

YES NO

If YES, please include your method of contact (email/phone call) and offer date:

Did your event website have a prominent link to the City of Scottsdale or Experience Scottsdale 60 days prior to event?

YES NO

If YES, please include the hyperlink to the webpage:

NEW EVENT DEVELOPMENT POST-EVENT REPORT

List all deliverables from the contract, including Exhibit A, and identify with specificity how and when the deliverables were fulfilled.

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature:

Date:

Name

*Attachments are permissible if more room is required

2018 Off-Road Expo Review of Event and Tourism Impact

Situational Analysis

The Fourth Annual International Off-Road and UTV Expo, scheduled for November 30 – December 2 at WestWorld, will once again be Arizona’s largest event of its type. It has grown each year, and currently has nearly 200 Exhibitors (a significant jump over previous years), and attendance has increased by 30 percent. Most importantly, it caters to high end off-road enthusiasts.

Organizers will stage the Arizona RV & Trailer Expo at the same time, which promises even more shoulder season visitors who are interested in recreational vehicles and products.

In addition, they will add the Adventure Motorcycle EXPO to the event, and will bring in guest speakers from around the world.

All of the above is produced by Andy Myers, who was raised in Chandler. He has promoted Arizona businesses at shows since the early 2000’s, starting with the Arizona Motorcycle Expo at the Phoenix Convention Center.

Organizers would like Scottsdale to be one of their primary partners, requesting \$70,000 in sponsorship from the City of Scottsdale New Event Development Funding Program. If the City chooses to become a partner, it will promote Scottsdale as the event’s destination and provide other significant benefits.

Pertinent Questions

1. What’s the projected economic impact and how many room nights will be generated?
2. How will marketing dollars be spent inside and outside of Maricopa County to promote the event?
3. How will Scottsdale be promoted and branded in marketing and publicity?
4. Will the event continue to grow, increasing the number of local and out of state visitors?

General Assumptions

- The City of Scottsdale will be a primary sponsor, receiving recognition in all marketing and outreach messaging.

- The City's grant will allow planners to fund additional promotions and advertising, which will generate added exposure and economic impact for the City.
- The "Scottsdale" name will be mentioned in all advertising and promotions.
- The EXPO event falls under the "Sports and Recreation" categories.

Economic and Media Impact

The Expo has a significant attendee demographic – 39 percent have a household income of over \$100,000. Organizers have submitted comprehensive information:

- 51 percent of attendees are in the important 35 – 54 year old age group.
- 32 percent of spectators attend because of Utility Task Vehicle presentations – 41 percent currently own a UTV. Over 25 percent say they will purchase a UTV in the next 12 months.

The Expo's marketing plan was impressive last year and continues to be so. With additional funding from the City, they plan to increase the number of radio ads, as well as target additional social media outlets. They also say they might be able to introduce additional billboards along the I-10 corridor to Tucson and in Northern Arizona.

The event is promoted throughout the Southwest region of the U.S. and Northern Mexico, which generates increased tourist travel exposure for Scottsdale.

It saw a significant increase in the number of vendors last year, bringing in nearly 200 exhibitors and 1,000 – 2,000 business employees, many of whom stay in hotels and eat and play locally.

In 2017 (and going forward this year), the event was marketed on 23 total billboards and in all 137 O'Reilly Auto Stores, where shoppers could/can purchase discounted tickets. Several radio stations had live remotes, including KUPD and KSLX.

Event planners say they have increased the event's presence online. Its Facebook page has over 105,000 likes and has grown 19 percent in the past six months. Organizers also say that they have the highest number of followers/likes of any competing EXPO or similar show. Marketing efforts generate millions of impressions a month as well as one of the strongest levels of engagement in the industry.

They also continue to develop the database for the Expo – extremely important for a niche event – which they say allows them to send updates and engagements in over 200,000 emails. Content is provided at a consistent rate and increases as the show nears, helping to drive consumers and promote businesses.

With additional funding, organizers say they will run additional radio ads, target social media outlets like YouTube, and add a budget for area Latino radio stations. It would also allow them to market at events in Mexico (IOUE Baja, UTV Rally Baja, UTV Rally Rocky Point, Baja 1,000 and

Las Vegas (The Mint 400). With this additional exposure, planners expect to continue to increase “heads in beds.”

Summary

The International Off-Road and UTV Expo reaches a special niche that has a high end audience befitting of Scottsdale’s target audience, and continues to have the ability to grow the economic impact that it brings to the City. It has also proven that it provides increased in-state and out-of-state visibility for Scottsdale as a desirable tourist destination through extensive media coverage, and generates room nights for Scottsdale hotels and resorts. It appears as though the request more than satisfies the City’s requirement that 50 percent of funding be allocated for cash marketing expenditures.

They also seem to be making good use of the City’s funding, planning to invest the \$70,000 in national and local advertising and other promotions. Organizers say that 10,000 consumers come from all over the State of Arizona, New Mexico, Southern California, Northern Mexico and the Las Vegas region, many of whom fill hotel rooms and local restaurants and shops, thus generating economic impact. Also, attendees from other cities in the county will dine and spend money in other retail establishments before/after the event, thus generating sales tax.

Missing from the post-event report and the 2018 proposal is qualitative and quantitative information. Planners say they have “no way of accounting for all the different nights in hotels,” so information on the amount of economic impact that was/will be generated is lacking.

I would suggest that they conduct an E.I. study to determine the above information. They already survey visitors to determine demographic information – they could add questions that would determine information regarding number of visitors, hotel room nights, restaurant and shop expenditures, etc.

We know that the event motivates visitation to Scottsdale , but a lack of backup information prevents us from knowing how much impact is actually being produced. In last year’s report, organizers said that they expected to generate \$3.3 million in E.I.; the post event report fails to verify that.

However, this seems to be an event that achieves the city’s goals of increasing tourism and exposure. Organizers seem driven not only to promote the Off-Road Expo, but also the City of Scottsdale. They express a desire to provide more recognition, to enhance the Scottsdale brand, and generate room nights.

Respectfully submitted,

Bruce Skinner and Associates